

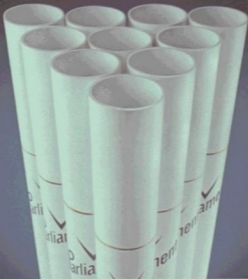
LEO BURNETT U.S.A.

A Division of Leo Burnett Worldwide, Inc.

Ad No. 1003—"GRAND OPENINGS"—Rev. No. 65437—Page—(8½ x 11½ inches)—4 to Black—National (White) Magazine, 1981 1X1

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Grand openings.



Parliament Lights are opened for business. The business of keeping your lips from touching the tar that builds up on the end of the filter.

That's what our famous recessed filter does. And what no other filter cigarette ever will.

Which is why Parliament Lights are so tastefully light.

For such a small opening, that's a grand accomplishment.

Available in
Soft Pack, Box and 100's.



Only Parliament Lights has
the famous recessed filter.

Soft Pack: 9 mg "tar," 0.7 mg nicotine—Box: 10 mg
"tar," 0.7 mg nicotine—100's: 12 mg "tar,"
0.8 mg nicotine av. per cigarette, FTC Report Dec. 79

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

